

- 1 1. An automated method for determining a preference for a candidate comprising,
2 uniquely associating an attribute for each of a plurality of categories with each of a
3 plurality of candidates,
4 displaying to a user a summary of each candidate's attribute, for each of the plurality of
5 categories,
6 enabling the user to indicate a preference for at least one of the one of the attributes for
7 each of the plurality of categories,
8 processing the uniquely associated attributes selected by the user for each of the plurality
9 of categories to identify a user preference for at least one of the candidates, and
10 displaying the user preference.
- 1 2. The method of claim 1 wherein indicating a preference for an attribute includes selecting
2 a single one of the attributes.
- 1 3. The method of claim 1 wherein the indicating of a preference comprises ranking a
2 preference for more than one of the attributes.
- 1 4. The method of claim 1 wherein the indicating of a preference comprises providing a
2 score for more than one of the attributes.
- 1 5. The method of claim 1 wherein each of the attributes comprises a point of view, the
2 plurality of candidates comprises people campaigning for office, and the plurality of categories
3 comprises issues relevant in an election.
- 1 6. The method of claim 2 wherein the point of view is expressed by using standardized
2 language.
- 1 7. The method of claim 1 wherein the system presents each of the plurality of categories in
2 substantially random or pseudo random order.

- 1 8. The method of claim 1 wherein the identity of each of the plurality of candidates
2 associated with the attribute is not revealed to the user until the system displays the user
3 preference.
- 1 9. The method of claim 1 comprising enabling the user to indicate the relative importance of
2 each of the plurality of categories.
- 1 10. The method of claim 1 comprising enabling the user to exclude from consideration at
2 least one of the plurality of categories.
- 1 11. The method of claim 1 comprising ranking the plurality of candidates according to the
2 user's identified preference.
- 1 12. The method of claim 1 comprising providing a score with respect the plurality of
2 candidates wherein the score is indicative of the user's preference.
- 1 13. The method of claim 1 comprising enabling a user to retrieve a position paper for each
2 attribute.
- 1 14. The method of claim 1 wherein the user may stop the system before all the categories
2 have been presented, and the system displays to the user the preferred candidate by category.
- 1 15. The method of claim 1 further comprising the step of enabling the user to skip the
2 attribute.
- 1 16. The method of claim 1 wherein the user may retrieve a summary of each of the plurality
2 of candidate's attributes for all of the categories.